



Jeff Welch, President  
MercuryCSC

### Biography

Writer, speaker, entrepreneur and leader, Jeff has built his 22-person marketing firm, MercuryCSC into a leading voice in the tourism and outdoor industries through its skill at connecting brands with people who value authentic places and immersive experiences.

Jeff's boutique agency has produced work for the Montana Office of Tourism, Orvis, Costa Santa Elena, First Interstate Bank, Southeast Montana, Big Sky Resort, ExOfficio and many more. His firm has been widely awarded by organizations including Effie Worldwide, American Advertising Federation, HSMAI and includes top honors from US Travel Association for three consecutive years.

Jeff's triple bottom line approach to doing business placed MercuryCSC #4 in Outside Magazine's "Best Places to Work", the second time Mercury has been recognized by the publication. A graduate of the University of Missouri School of Journalism, Jeff can often be found on a stream in Montana, wading saltwater flats in Central America or at home with his wife and two daughters on their small farm in Montana's Shields Valley.